INTRODUCTION

Motivation can be derived from various things as shown in patterns of history. Generations tend to adapt to trends in which their everyday lives are influenced by. One hundred years ago, citizens of the U.S. were motivated to find work and provide for their families. Now days, people have focused their motivation on other aspects of life. Over the years, extensive research has provided us with knowledge on the health of our bodies. Body composition is one of the hottest topics of this decade. People are constantly sharing news on healthy foods and proper exercise in order to reach a body composition goal. Perhaps the largest source of this topic is rooted from social media. Fitness and health related social media accounts stress the importance of a healthy lifestyle. People from all over the world share this type of information and it influences individual to improve their healthcare. Social media networks such as Twitter, Instagram and Facebook deliver motivation to many aspects of your news feed to assure people are aware of health and fitness benefits. Knowing this brings up the question: to what extent are people motivated to be healthy by social media? To be even more specific, we have targeted a group of people who are very active social media users: college students. College students often are busy on their phones throughout the day. Speaking for the majority, they are on their phones to check out social media. Social media causes these students to share information whether it is verbally or through their accounts. The hype of this motivation is an interesting concept to tune in on. It is through communication that we are able to pass on the influential concepts of health and fitness to college students. Our prior knowledge on this topic comes from personal experiences we’ve had on Twitter, Instagram and Facebook. We follow fitness and motivation accounts that offer ideas to mix up foods, workouts and detailed information on body composition. On a daily basis, we come across information that influences us to have a healthier lifestyle. When we become lazy, these accounts remind us to keep at our goals. Multiple times a week we tag each other on a post that offers useful information on diet and exercise. This form of communication explains the hype of the decade behind the talk of this topic, especially for this generation. This generation is constantly on phones and social media, which is why communicating through social media is a critical resource for delivering information. With all of the research done on how a healthy lifestyle affects you throughout your lifespan, this is an extremely important topic to be aware of. Social media has an impact on the knowledge college students have on proper diet and exercise. The communication factor of it is the future of generations.

SECTION ONE (organize by topic. 3 subsections of our understanding of what weve read: self image, influence on health and fitness…use quotes)

Similar research has been conducted on this topic, which provides us with more accurate information to study. Six sources and two scholarly articles have been screened that have a relation to health and fitness social media communication. These sources allow us to present the best possible results along with the data we have conducted on our own. The sources found most relevant discuss how media portrays male and female bodies. This article goes into detail about the pros and cons of how health benefits are exposed to society. A second source explores the self-esteem side of self-image in the way that media affects individuals. This article is helpful in determining the various ways people perceive the communicated information through social media. Another article… NEED HELP IN THIS AREA.

SECTION TWO: PRIMARY RESEARCH METHODS AND FINDINGS

For our primary research we wanted to use three different methods to go about gathering our information and really grasp the most beneficial data. Our primary research consists of a survey, interviews, and social media. Through our first primary research method, a survey, we were hoping to find out how relevant social media is in peoples lives as well as how much it correlates to their motivation towards health and diet. We asked simple questions looking for simple answers that will eventually turn out to be crucial data for our research. We sent a mass e-mail of our survey out to our business fraternity in hopes of getting a couple responses as well as sending e-mails to our close friends. Surprisingly we got a respectable 60 responses with a wide variety of answers. Sending this survey to peers is beneficial because we are focusing on how social media affects college students. In our second method for primary research we are interviewing a close friend who is in the process of attaining his doctorate in exercise physiology. Here we are looking to get a different insight on social media in the eyes of a professional. Of course this close friend is going to have a different perception of social media and how it affects him but we are curious to see the similarities he has with our peers. With his knowledge he may find misleading information that the generation following these fitness accounts might have missed, based on the fact that most of our peers are not as highly educated on the subject of health and fitness. Thirdly we are going straight to the source of social media looking at comments, likes, followers, and etc. on different apps like Twitter, Instagram, Facebook, and Youtube.com. Going directly to these social media accounts will hopefully exploit what people think of the accounts and how they communicate through them. We wanted to use this method because personally we know what it’s like to follow these accounts but we never really take the time to read comments or pay attention as to how other people view the accounts.

SECTION THREE:

With the research that has already been done and we have conducted, a pattern has come to our attention. Studies show that social media communicates to viewer’s self-image. There is sufficient evidence that shows this idea in many forms of self-image and self-esteem. In the article The Power of Social Media to Affect Our Health and Fitness, Tara Sabo shares a story in which she was influenced to run a marathon. Sabo noticed a post of a metal by the organizer of the race, which communicated to her motivation to sign up to compete. “Had I not followed them on Facebook, I might not have seen that image ahead of time. I certainly wouldn’t have been able to read the comments posted by the women that would ultimately be running alongside me. Talk about motivation” (page number or if no page number then authors last name again). Sabo admitted that the posts on Facebook directly motivated her to run. The idea of exercise was communicated to her through Facebook. This example serves as proof that people are indeed influenced by posts on social media. Because Sabo saw a metal, she decided to work on her fitness by running a marathon. If it weren’t for seeing the Facebook post, Sabo noted that she would probably not have even known about the event. This is one of the many cases found where a social media post directly influences individuals to get exercise.

Along with exercise, studies show social we are influenced to form a better diet by social media. A proper diet can prevent harmful diseases such as diabetes. “The benefits of social media in health care are obvious in that, first, they provide a means for capturing alternative views, personal experiences and tacit knowledge on diagnoses and treatments that are unlikely to be obtained from official information resources” (Anderson and Speed, 2010). This supports the idea that we are communicated to eat healthy because of what we see on social media. Posts contribute to our daily health habits, which can be a good or bad thing. Social media does not only portray good eating habits, but advertisements of fast food chain restaurants on social media sites have an impact on our diet. INSERT FAST FOOD SOCIAL MEDIA ADVERTISEMENTS EXAMPLE